

Message Text

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ACTION EUR-12

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FM AMEMBASSY BUCHAREST

TO USDOC WADSHDC PRIORITY

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UNCLAS BUCHAREST 4888

FOR BEWT FOR THOMPSON/OIM FOR CAHILL THOMAS

E.O. 11652: N/A

TAGS: BEXP RO

SUBJECT: USATECH 74 - BUCHAREST - END OF SHOW CABLE REPORT

1. USATECH - 74 - BUCHAREST
2. BUCHAREST, ROMANIA; BUCHAREST FAIRGROUNDS; OCTOBER 13-22, 1974
3. THIRTYNINE EXHIBITORS; SEVENTEEN PARTICIPANTS
4. 330,936 DOLLARS SOLD DURING EXHIBITION - 3.3 TIMES 1972 EXHIBITION
5. PROJECTED SALES SUBSEQUENT TWELVE MONTHS:
 - A) NTE/NTM ONLY: 2,118,000 DOLLARS
 - B) OTM ONLY: 2,975,000 DOLLARS
 - C) TOTAL COMBINED TWELVE MONTHS 5,093,000 DOLLARS IS 4.2 TIMES 1972 EXHIBITION
6. NO EXHIBITORS SOUGHT EXREPS
7. ONE EXHIBITOR SOUGHT JOINT VENTURE WHICH REPORTED ACHIEVED
8. NO AGREEMENTS UNDER NEGOTIATION
9. TOTAL ATTENDANCE EXCEEDED 100,000; TRADE VISITORS ESTIMATED AT 2,500

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10. OUTSTANDING SUCCESS STORIES:

BENDIX INTERNATIONAL (OTM) SOLD 275,000 DOLLARS OFF THE FLOOR
PROJECTING 1,350,000 DOLLARS TWELVE MONTHS AND POSSIBLE 5,000,000
DOLLAR BEARING PLANT JOINT VENTURE IN 1975;
CORE LABORATORIES (NTM) PROJECTED TWELVE MONTHS 100,000 DOLLARS;
ELECTRONIC ASSOCIATES (OTM) PROJECTED TWELVE MONTHS 500,000
DOLLARS AND 1,000,000 DOLLARS FOR 1975;
OTIS ENGINEERING (NTM) PROJECTED TWELVE MONTHS 100,000 DOLLARS;
PARKER-HANNIFIN (NTM) PROJECTED TWELVE MONTHS 120,000 DOLLARS;
PERKIN-ELHR (OTM) PROJECTED TWELVE MONTHS 300,000 DOLLARS;
SPERRY-UNIVAC (OTM) PROJECTED TWELVE MONTHS 1,500,000 DOLLARS.

11. RANDOM COMMENTS MADE BY SIGNATORIES OF PARTICIPANTS REPORTS:

ACCO BRISTOL DI-
VISION WE HAVE OBTAINED OUR OBJECTIVE IN EXPOSING
ACCO'S TOTAL CAPABILITIES IN THE FIELD OF ELECTRONIC CONTROL
SYSTEMS;
ANALOG DEVICES: PERFECTLY PREPARED, GOOD OVERALL MANAGEMENT;
BENDIX INTERNATIONAL: RESULTS ACHIEVED FROM SHOW WERE EXCELLENT-
MANY NEW POTENTIAL CUSTOMERS WERE UNCOVERED-WE LOOK FORWARD
TO THE NEXT SHOW;
C-E INVALCO: GOOD SHOW - WELL ORGANIZED;
E-H RESEARCH LABORATORIES; ORGANIZATION VERY GOOD;
ELECTRONIC ASSOCIATES; POTENTIAL CUSTOMERS MET AT THE EXHIBITION
WERE MORE THAN EXPECTED AND I HAD SATISFACTORY TECHNICAL DISCUSS-
IONS;
GENERAL SCANNING INCORPORATED: AS AN EXHIBITION I WAS VERY SATISFIED
WITH THE OVERALL MANAGEMENT;
ITHACO: SHOW WELL ORGANIZED;
ORION RESEARCH: SALES LOOK GOOD AND THAT IS WHAT WE LIKE, LOOKING
FORWARD TO PARTICIPATE AGAIN IN 1976;
OTIS ENGINEERING: EXCELLENT EXHIBITION- WELL ORGANIZED;
PERKIN-ELMER: THE ORGANIZATION WAS GOOD AND ALL SERVICES
REQUIRED WERE FULFILLED FOR OUR SATISFACTION;
REGO-DIVISION GOLCONDA: WELL ORGANIZED TRADE SHOW - U.S.
STAFF DID EXCELLENT JOB AND PROVIDED FULL ASSISTANCE;
SPERRY-UNIVAC: SATISFIED WITH CONTACTS AND LONG RANGE
INFLUENCE DUE TO UNIVAC PRESENCE AT THE FAIR;
SYNTEX-ANALYTICAL INSTRUMENTS, INC.: WE ARE SATISFIED WITH THE
WORK DONE TO MAKE OUR PARTICIPATION POSSIBLE KEEPING IN MIND

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OUR LATE DECISION. WE ARE ESPECIALLY SATISFIED WITH THE ARRANGE-
MENTS OF THE SEMINAR.

12. EMBASSY BUCHAREST PROVIDED EXCELLENT SUPPORT BOTH PRIOR TO AND
DURING THE EVENT. THE AMBASSADOR AND DEPUTY CHIEF OF MISSION
VISITED U.S. PAVILION ON SEVERAL OCCASIONS AND HELD CONSTRUCT-
IVE DISCUSSIONS WITH MAJORITY OF EXHIBITORS.

THE COMBINATION OF CLOSE COOPERATION WITH THE ECONOMIC/COMMER-
CIAL SECTION OF THE EMBASSY AND OUR KEY PROSPECT PROGRAM RE-
SULTED IN THE ATTENDANCE OF INFLUENTIAL GOVERNMENT OFFICIALS
AT OUR RECEPTION EVENTS AND THE EXHIBITION WITH USEFUL RESULTS.
VIETS

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